

## **ABSTRACT**

An integrated electronic system enabling the transaction of advertising business related to printed publications over an electronic network, using standard web interfaces, including well known browsers. Advertisers may use the system to negotiate and purchase advertising space from a variety of printed publications and to upload digitized advertising copy. Publishers may securely accept and process the bids for advertising space, including keeping track of agreed upon run schedules, also using standard web interfaces and browsers. The system and apparatus also allows publishers to simply, securely, promptly and digitally produce bills that contain, or are linked to, acceptable proofs-of-publication. The acceptable proofs-of-publication may be digitized images of tearsheets placed on fiducial under-lays. The integrated system and apparatus also allows the advertiser to simply and promptly pay acceptable bills by using electronic payment systems incorporated into the web pages.

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